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FAX NO : 571-273-8300

TO : Commissioner for Patents
Mail Stop: Amendments

FROM : Oleg F. Kaplun, Esq. of Fay, Kaplun & Marcin, LLP

DATE : August 3, 2007

SUBJECT : U.S. Patent Appln. Serial No. 09/653,767
for *Frames-Based Advertising Service with
Response and Activity Reporting*
Inventor(s): Allan et al.
Our Ref.: 40116/06801

NUMBER OF PAGES INCLUDING COVER : 6

MESSAGE:

Please see attached.

Thank You.

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Attorney Docket No.40116/06801 (A-68678)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Allan et al.
Serial No. : 09/653,767
Filed : September 1, 2000
For : Frame-Based Advertising Service With Response And Activity Reporting
Group Art Unit : 3629
Confirmation No. : 6140
Examiner : Jonathan P. Ouellette

Mail Stop: Amendments
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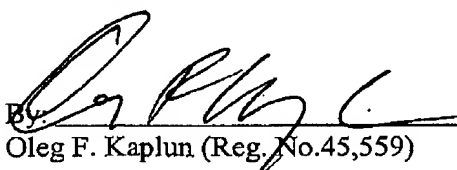
By:  Date: August 3, 2007
Oleg F. Kaplun (Reg. No. 45,559)

TRANSMITTAL

Transmitted herewith please find a Response to the Non Final Office Action mailed May 4, 2007 for filing with the USPTO in the above-identified application. No fees are believed to be required. However, the Commissioner is hereby authorized to charge any additional required fees to the Deposit Account of **Fay Kaplun & Marcin, LLP No. 50-1492**. A copy of this paper is enclosed for that purpose.

Respectfully submitted,

Dated: August 3, 2007


By: Oleg F. Kaplun (Reg. No. 45,559)

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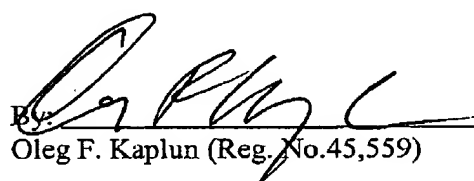
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RESPONSE

In response to the Non-Final Office Action mailed May 4, 2007, in the above-identified application, please consider the following remarks.